Allan Vázquez

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european resume model

[English Version]
Junior Frontend Developer with knowledge in HTML, CSS, and JavaScript. Seeking opportunities to continue growing in the **web development** and interface optimization industry to provide a better user experience.

Skills & Qualifications

- HTML, CSS and JavaScript for frontend development
- Knowledge in React, Vue and related Frameworks
- Experience in UI/UX design and responsive design
- Knowledge of Design tools like Figma and Adobe XD
- Knowledge of SEO and web optimization
- Ability to work with APIs and databases
- Experience in managing DK campaigns and SM
- Skills in managing Git for code version control

Tech Stack

- **Languages**: JavaScript, NodeJS
- **Frontend Frameworks:** React, Vue
- **Databases**: MySQL
- **CMS:** WordPress
- **Design**: Figma, Adobe XD, Sketch, Photoshop, Illustrator

Work History

DIGITAL MARKETING | RSB AGENCY

09/2022 - 12/2022

Management of various agency accounts, creation and optimization of SEM campaigns in Google ADS, generation of reports in Data Studio and implementation of SEO strategies on-page and off-page.

I have had the responsibility of leading marketing for various companies and brands using data analysis tools to create detailed and visually appealing reports.

- GTM, Data Studio and analytical reporting
- Creation and optimization of SEM campaigns in Google ADS
- Implementation of SEO strategies on-page and off-page

MARKETING MANAGER | ITAE PSICOLOGÍA

09/2019 - 07/2022

Analysis and implementation of a new global communication plan for the different companies that the ITAE Group houses.

Implementation of a 360º marketing plan focused on attracting B2C leads in the mental health sector together with a digitalization plan for the company to adapt to the reality of the current health system.

Development and strategy of all campaigns focused on the psychology sector with the implementation and opening of new communication and sales channels to generate engagement and create a healthy community.

Web development of all the web pages of the ITAE Group. Automation of analytical reports. Google ads campaigns. Technical SEO positioning together with a keyword, link building and social positioning strategy.

- [+ 150,000] monthly visits
- [+ 25,000] industry keywords positioned
- [+ 500%] in clicks and pageviews

BUSINESS INTELLIGENCE | INESDI DIGITAL BUSINESS SCHOOL

04/2017 - 07/2019

Internal CRM management of the company, design, implementation and optimization of recruitment marketing campaigns focused on both B2C and B2B audiences, calculating the most effective ROI for each of them.

Development, redesign and strategy of the entire email marketing campaign (segmentation, copy, launch of new products together with social media).

Analysis of the different metrics and KPI'S of the implemented actions, study and evaluation of new recruitment channels.

Inbound Marketing, Marketing Automation, Lead Nurturing, Lead Scoring and creation of a study plan for the buying and selling cycle of our clients.

- CRM, Email Marketing and Analysis and improvement of KPI's
- Study and evaluation of new capture channels
- Inbound Marketing, Marketing Automation, Lead Nurturing, Lead Scoring

WEB & GRAPHIC DESIGN | NOVVA MARKETING

2016 - 2017

Layout, design and development of multiple web projects. Implementation of the most appropriate strategy for each project,

analyzing the results of a previous study to verify the feasibility of the project.

- 360º management and direction of the projects, from the mockup prior to the final execution of the project, including budgets and direct contact with the client
- Development and creation of the Digital Analytics plan
- Measurement Plan (KPI'S, objectives, etc.) plus the implementation plan (development with Google Tag Manager, advanced configurations in Google Analytics)
- Audit and SEO consulting (Search Engine Optimization)
- Development of WPO techniques and guidelines
- Creation, creation and design of reports via Google Data Studio, together with the implementation of A/B/N tests in Google Optimize, use of tools such as SemRush, Sistrix, Hotjar, Webceo, Optimizely, Mailchimp, Screamingfrog, Excel + VBA